

**To be printed on the letterhead of the distributing organization**

**Vendor Communication re COOL Labelling and Retail in Quebec**

Dear Valued Vendor,

Despite ongoing attempts to encourage compliance from vendors, Canadian retailers operating in the province of Quebec continue to experience problems relative to incorrect language on PLU stickers, including PLU/GS1 DataBar stickers.

These problems can result in fines to retailers and potentially withdrawal of product from retail operations.

CPMA and QPMA have provided guidance to its members on this issue and it is attached for your reference.

It is imperative that vendors shipping product destined for the Quebec marketplace comply with the requirements as noted in the attachment. Failure to do so will result in rejection of product with repeated instances resulting in non-compliance charges and possible reduction in business.

We look forward to continued cooperation with you as we work together to bring safe, flavourful, nutritious produce to Canadian consumers.

Sincerely,



Mike Venton  
Senior Vice President  
Produce Business Unit  
**Loblaw Companies Limited**



Pat Calabretta  
Senior Director  
Purchasing and Merchandising  
**Sobeys Quebec Inc.**



Bernadette Hamel  
Vice President - Produce Procurement  
and Merchandising,  
Quebec and Central Negotiation,  
Ontario / Quebec  
**Metro Richelieu Inc.**



Sam Silvestro  
DMM, Fresh Food  
**Wal-Mart Canada Corp.**



Canadian Produce  
Marketing Association  
Association canadienne de la  
distribution de fruits et légumes



ASSOCIATION QUÉBÉCOISE  
DE LA DISTRIBUTION  
DE FRUITS ET LÉGUMES  
QUEBEC PRODUCE MARKETING ASSOCIATION

## ADVISORY CONCERNING PLU COOL LABELLING FOR QUEBEC MARKET

Effective September 30<sup>th</sup>, 2008 the amended Agricultural Marketing Act required retailers in the United States to inform consumers of the country of origin of commodities covered under the amendments. (Mandatory country of origin labeling [COOL]) As a result of this legislation, many bulk fresh fruit and vegetable suppliers are providing this information to retailers on PLU stickers.

CPMA (Canadian Produce Marketing Association) and QPMA (Quebec Produce Marketing Association) are advising members engaged in commerce in Canada wishing to use these PLU stickers, specifically shipping product which may be sold in the province of Quebec, to provide country of origin information in the form of **country name only**. (E.g. Do not use "Product of", "Grown in", etc. when designating the country/state/growing region name). **Any information on the PLU stickers not exempted under the Quebec *Charter of the French Language* will require translation into French.** This language legislation (Division I, Exceptions to Section 51 of the Charter of the French Language, number 7) exempts only the following information on a product from translation into French:

- (1) the firm name of a firm established exclusively outside Québec;
- (2) a **name of origin**, the denomination of an exotic product or foreign specialty, a heraldic motto or any other non-commercial motto;
- (3) a **place name** designating a place situated outside Québec or a place name in such other language as officialized by the Commission de toponymie du Québec, a family name, a given name or the name of a personality or character or a distinctive name of a cultural nature; and
- (4) a recognized trade mark within the meaning of the Trade Marks Act (R.S.C. (1985). c. T-13), unless a French version has been registered.

For more information on the Quebec Charter of the French Language:

Exceptions link : [http://www.oqlf.gouv.qc.ca/english/regulations/reg\\_business.html](http://www.oqlf.gouv.qc.ca/english/regulations/reg_business.html)

Full charter link <http://www.oqlf.gouv.qc.ca/english/charter/index.html>

**THIS ADVISORY APPLIES ONLY TO PLU STICKERS USED ON INDIVIDUAL FRESH FRUIT AND VEGETABLE ITEMS. THIS ADVISORY DOES NOT APPLY TO PACKAGED ITEMS OR CONTAINERS. SUPPLIERS ARE RESPONSIBLE TO ENSURE THAT PRODUCTS CONTINUE TO COMPLY WITH ALL CANADIAN FEDERAL AND PROVINCIAL PACKAGING AND LABELLING REGULATIONS, INCLUDING COUNTRY OF ORIGIN REQUIREMENTS.**

**Source:** CPMA's *Produce Now*, November 14, 2008